



# Think Brain Health Global ACT EARLY!

## Our vision

Think Brain Health Global is calling for greater focus on acting early to reduce the risk of brain disease before symptoms appear.

## Our mission

To help healthcare professionals, policymakers, researchers and the general public to act early to promote public understanding of brain health, prepare to manage people with or at risk of neurodegenerative brain diseases and prioritize research. We also seek to spread the message that ‘what’s good for the heart is good for the brain’.

## Our challenge

Neurodegenerative brain diseases are becoming more common as people live longer, but they are not an inevitable consequence of normal ageing. They adversely affect individuals and their families, as well as healthcare providers and employers through impact on:

- health-related quality of life
- capacity for independent living
- decreased or lost productivity
- long-term healthcare requirements.

Alzheimer’s disease (AD) and Parkinson’s disease (PD) are the current focus of Think Brain Health Global because they are the two most common neurodegenerative brain diseases.

- [PD affects more than 6 million people worldwide.](#)



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- [Dementia affects approximately 50 million people worldwide](#), and is most commonly caused by AD.

Deterioration in the structure and/or loss of function of nerve cells (i.e. neurodegeneration) begins many years before disease symptoms appear, and it may therefore take many years for an at-risk individual to reach a stage when a clinical diagnosis can be made.

This means that there is a [‘window of opportunity’](#) during midlife where interventions may alter the disease course and potentially reduce the risk of developing neurodegenerative brain diseases and/or delay disease progression. Think Brain Health Global calls on policymakers, public health bodies and others to educate the public about the progressive nature of neurodegenerative brain diseases.

Think Brain Health Global has developed [recommendations](#) that aim to help those tasked with organizing healthcare services to decide how best to prepare for national programmes that facilitate early detection of and intervention in neurodegenerative brain diseases.



**Think Brain  
Health Global**  
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## About Think Brain Health Global

Think Brain Health Global is a global policy initiative from the not-for-profit company [Oxford Health Policy Forum](#).

The initiative was established following the publication of the evidence-based international consensus report, [Time matters: a call to prioritize brain health](#), which calls for major policy change to help each of us to act early to prioritize our brain health. Since publication of the report, Think Brain Health Global has engaged experts via attendance at international meetings and congresses.

Strategic journal publications have been used to highlight aspects of our policy recommendations and Think Brain Health Global's message has been endorsed by a growing number of international groups. Think Brain Health Global also provides plain language summaries of recent publications to raise public awareness of relevant research.